

Using twitter to Engage, Share and Learn



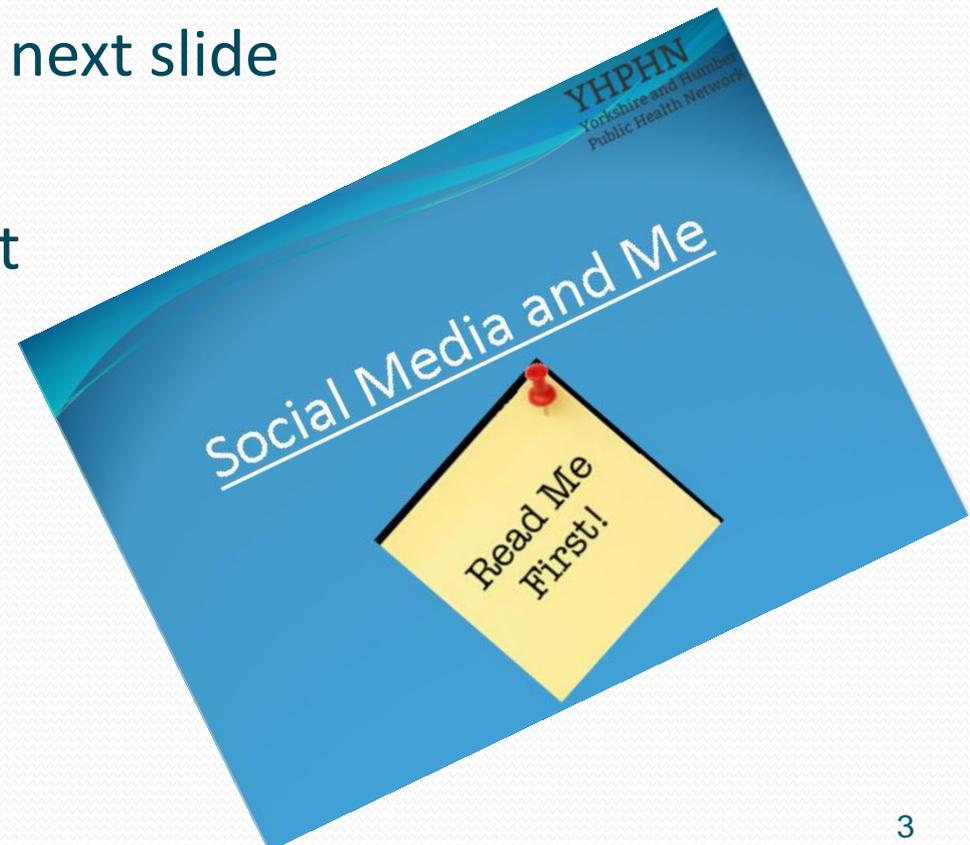
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Social Media and Me

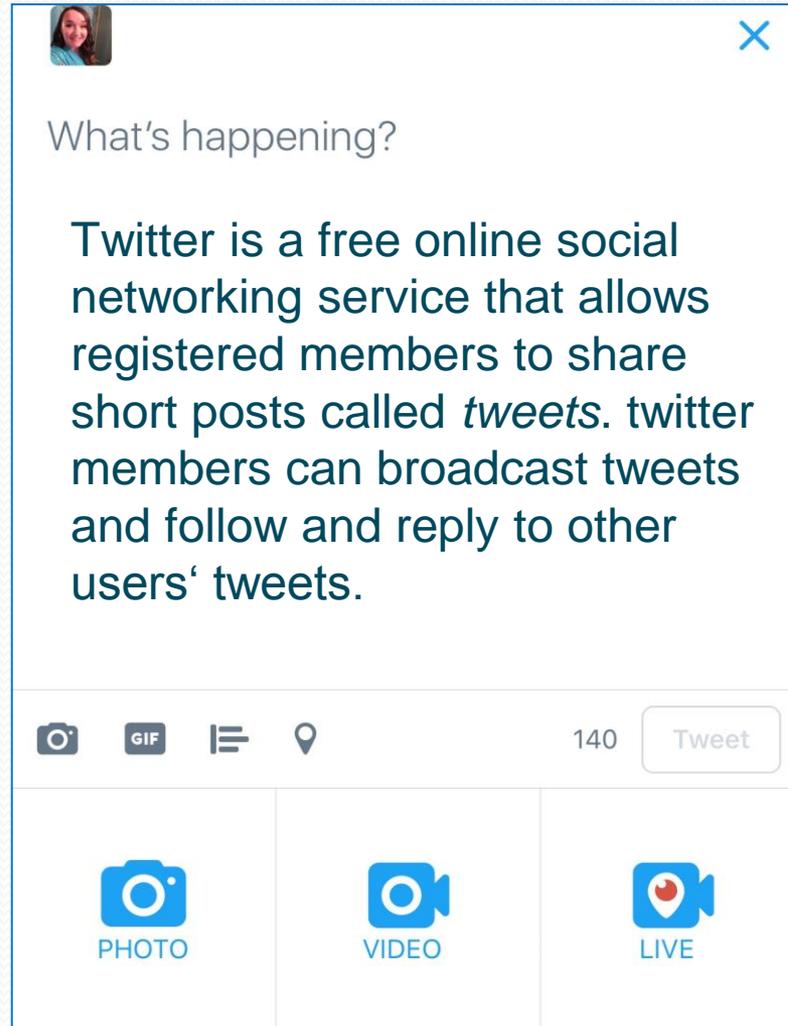
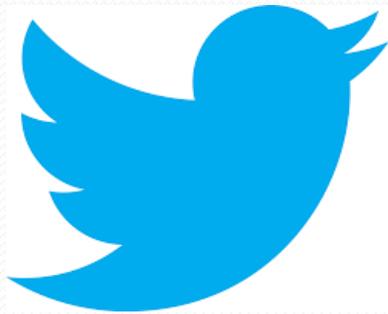
- Firstly, have you read the 'Social media and Me' slide set?
- Yes? – Please continue onto next slide
- No? – We advise that everyone reads this first as it contains important information on the use of social media in both a personal and professional capacity.



What is twitter?

Twitter is just one of the many online news and social media networks and has around 310 million users world wide

Twitter is the place to find out about what's happening in the world right now.

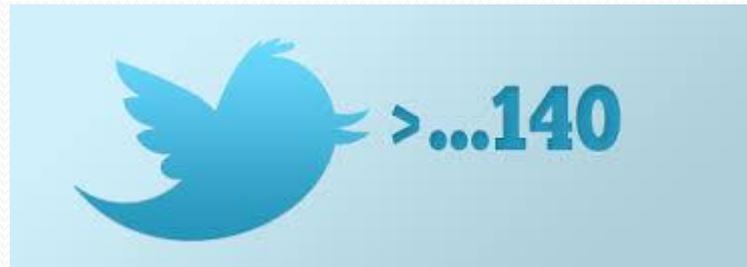


This is the layout of writing a tweet!



How does it work?

The main thing to note is that twitter posts are limited to 140 characters per tweet...



But that doesn't necessarily have to limit the impact of the message!

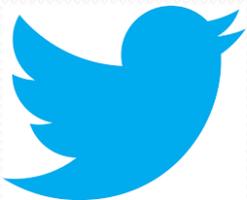


How does it work?

People use twitter in many ways, some as a newsfeed (i.e. following prominent people or networks), some as a pseudo-chatroom by limiting who they follow/their followers to close friends and family or groups of specific interest, and some as a microblog for updating people about the work they are doing and their personal lives.

Twitter users choose who they do and do not follow. They have total control of what news they receive on their homepage.

A tweet may also contain photos, videos and links



The value of using Twitter

- We all have the task of affecting positive change by building positive relationships with colleagues and the community we serve
- Using social media is likely to become a natural extension to the work you are already doing to promote and improve health across your local area
- By using social media we can engage flexibly with multiple audiences in way that uses the marketing concept of 'fish where the fish are', by using the right tools in the right way we can adapt to how people are increasing conversing in conversations around health and wellbeing

Key statistics

- 71% of UK households claimed to own a smartphone, with this figure rising to 91% in the 25-34 age group
- 44% of UK adults report they have used the internet to find health information

Source Ofcom, Digital day 2016

Signing up...Social Media and Me - Reminder

- Before you sign up we would advise everyone to read and understand your organisations social media policy as they are not all the same. *(Normally accessed via your intranet or Corporate Communications teams).*
- The Social Media Policy will be designed to protect you and the organisation you work for therefore it is highly important that the content is understood as these are often linked to your organisations code of conduct.
- Remember any use of social media is a public forum, and the same considerations should be applied to it as would be applied to speaking in public or writing something for publication either officially or outside of work.
- Information on the internet, once posted, is very difficult to remove. Consideration should always be give about the accuracy, sensitivity, implications and potential consequences of any post or other material before publishing or sharing it. Remember - There is no such thing as a confidential tweet.

Personal or professional account?

- There is no right or wrong answer however you may wish to consider how comfortable you are about sharing elements of your personal life mixed with your professional presence.
- If you want to keep your twitter account purely professional then an easy way of demonstrating this to your potential followers is to indicate this is your bio i.e. ***'Tweeting about matters relating to Public Health in Yorkshire'*** etc, this way your audience gets a good understanding that this is likely to be a professional feed.
- A professional social media presence will still allow you to share an individual perspective , promote excellence in your teams and promote positive contributions to public health discussion.
- Talking to people and building good relationships through social media is likely to become and increasingly important part of your role but try and find the right balance that works for you.

Signing up



When you register use an email address that you have regular easy access to. Twitter will notify you via emails to indicate when you are followed, mentioned or sent a message by a twitter friend. You'll also be asked to chose a twitter name, use your name and/or keep it punchy.

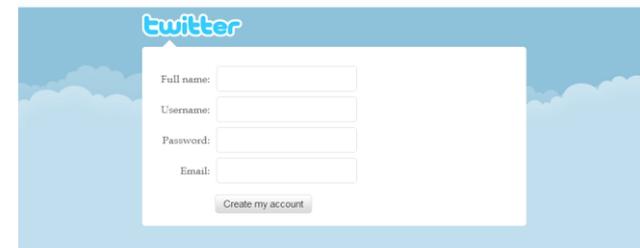
Twitter will suggest some followers for you, but twitter doesn't know you yet, so the suggestions are pretty mainstream and can be skipped/ignored, as twitter gets to know you it will recommend better suggestions for you! We have made some suggestions in our tips to introduce you to Public health related tweeters and hashtags.

Your picture is quite important, it quickly identifies you amongst lots of other tweeters. Also think carefully about your bio, think about adding your professional & personal interests, who you are looking to tweet and links to more information about you or your work.

Signing up

To create an account on the web:

1. Go to <http://twitter.com> and find the sign up box, or go directly to <https://twitter.com/signup>.
2. Enter your **full name**, **email address** or **phone number**, and a **password**.
3. Click **Sign up for Twitter**.
4. Once you've clicked **Sign up for Twitter**, you can select a **username** (usernames are unique identifiers on Twitter) — type your own or choose one we've suggested. Twitter will tell you if the username you want is available.
5. **Double-check** your name, phone number, password, and username.
6. Click **Create my account**.

A screenshot of the Twitter sign-up form. The form is white with a blue border and is set against a background of a blue sky with white clouds. The Twitter logo is in the top left corner. The form contains four input fields: 'Full name:', 'Username:', 'Password:', and 'Email:'. Below the 'Email:' field is a 'Create my account' button.

Signing up

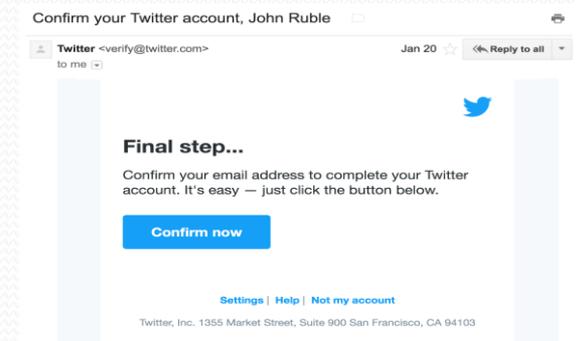
Tips for picking a username:

- Your **username** is the name your followers use when sending @replies, mentions, and direct messages.
- It will also form the URL of your Twitter profile page. Twitter will provide a few available suggestions when you sign up, but feel free to choose your own.
- **Please note:** You can **change your username** in your account settings at any time, as long as the new username is not already in use.
- Usernames **must be fewer than 15 characters** in length and cannot contain "admin" or "Twitter", in order to avoid brand confusion.

Signing up

Important information about signing up with email address:

- **An email address can only be associated with one Twitter account at a time.**
- The email address you use on your Twitter account is not publicly visible to others on Twitter.
- They use the email address you enter to confirm your new Twitter account. Be sure to enter an email address that you actively use and have access to. Check your inbox for a confirmation email to make sure you signed up for your account correctly.



Build yourself a great profile

- Use your biography to create a clear description of what your Twitter account will offer, you can do this by:
 - Writing a bio that will attract your key audience
 - Being concise and accurate
 - If you are planning to start ‘tweeting’ in a professional capacity but not on behalf of your organisation then it would be good practice to state in your bio that ‘Tweets are my own personal views and not the view of my organisations’ and that ‘any retweets are not endorsements’ please check with your local Social Media policy/guidance.
 - Select a strong profile image, ideally a professional image (especially if utilising in a professional capacity) and a select a clear background image to upload.

Know your hashtags from your handles

What is a #Hashtag?

The # turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords. So, if you wanted to post about work done on Mental Health & Suicide Prevention for example, you would include #MentalHealth in your tweet to join up conversations with people who have the same interest.

What else does it do?

Clicking on a hashtag will let you see all the posts that mention the #subject in real time.

How should I use a #Hashtag?

keep your #Hashtags simple and direct.

Know your hashtags from your handles

What is a @Handle?

Your @Handle is your username. So when it comes to getting your name out there, you want your handles to correlate with the way you want to represent yourself.

What does a @Handle do?

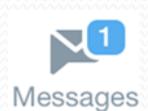
The @ sign is used to call out user's on Tweets: "Hello @YHADPH!"
People will use your @username to mention you in Tweets, send you a message or link to your profile.

How can I use a Handle?

You can use @Handles to showcase people/organisations work, mention people in a conversation.

Getting started – Other functions

- Direct Messages are private messages sent from one Twitter user to another Twitter users. You can use direct messages for one-on-one private conversations, or between groups of users.
- Subscribing to a Twitter account is called “following.” To start following, click the Follow button next to the user name or on their profile page to see their Tweets as soon as they post something new. Anyone on Twitter can follow or unfollow anyone else at any time
- Tap the heart icon to ‘like’ a Tweet and the author will see that you appreciate it.
- ‘Retweet’ a ‘tweet’ when you want to share it with your followers and add in people who you want to call out to see this tweet using the @ sign i.e. @YHADPH



Getting started - Who sees what?



The screenshot shows the Twitter profile for @WeNurses. The profile header includes the @WeNurses logo and the text "View my profile page". Below the header, the statistics are displayed: 245 TWEETS, 5639 FOLLOWING, and 6394 FOLLOWERS. The main content area shows a tweet that says "Hello twitter...". At the bottom of the tweet, there is a retweet icon, the number "124", and a blue "Tweet" button.

This is a simple tweet, anybody who follows you will see this tweet in their twitter timeline. You are limited to 140 characters in every tweet, you can tweet links, photos and other media too, you'll soon pick it up!



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If you want a specific person to be notified of the tweet then "at" or @ them by adding their twitter name to our tweet. Depending on their settings they may get an email notification and turn up in their "mentions" timeline.



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You can also add a hash tag to your tweet. You can search or follow a hashtag. Hashtags are a way of grouping tweets together, making them easy to find; we'll cover this as a Staff Tweeter...



Getting started - Your first Tweet!

Activity:

1. A tweet to introduce yourself!
2. Tweet using the @YHADPH and we will send you a tweet back to welcome you on board
3. If you know some of your colleagues are on twitter why not look at who they are following as you might be surprised to find people you would like to follow and connect with, this will help you to quickly build up a list of people to follow
4. Once you have done this you might want to send them a direct message to let them know you are on twitter so they can follow you back?
5. Finally...You don't have to 'tweet' to be on twitter, a high number of users simply follow others and share content, the choice is yours!



Top Tips – Engaging, Sharing and Learning

- Follow/like accounts that are interesting to you or your organisation. This is a fantastic way to discover compelling content and inspire ideas for your own Tweets/posts.
- Invite followers to ask questions and to be actively responding and directing them to resources
- Consider monitoring or contributing to the list of topics and chats below. These conversations are happening all around you on twitter:
- #wellbeing, #wenurses, #mentalhealth, #active10 etc

Who to follow?

Suggested regularly updated twitter accounts to follow:



- [@YHADPH](#) - Yorkshire and Humber Association of Directors of Public Health
- [@ADPH](#) – Association of Directors of Public Health (National Account)
- [@LGAWellbeing](#) – Local Government Association Wellbeing
- [@PHE_uk](#) – Public Health England
- [@PHE_YorksHumber](#) – PHE Yorkshire & the Humber Centre
- [@ukphnetwork](#) – Collaboration of Public Health Organisations
- [@FPH](#) – Faculty of Public Health
- [@R_S_P_H](#) – Royal Society of Public Health
- [@CLAHRCYH](#) - Collaboration for Leadership in Applied Health Research and Care for Y&H
- [@OneYouPHE](#) - The official twitter feed from One You, the campaign to help you live more healthily

If you have any questions on this this guide, please don't hesitate to chris.sharp@phe.gov.uk. Chris Sharp, Workforce Development Manager, Y&H PHE Centre